

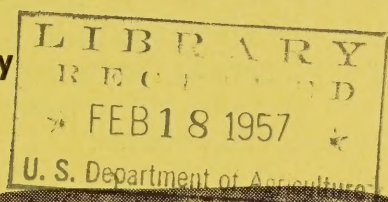
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Hollar & Co.

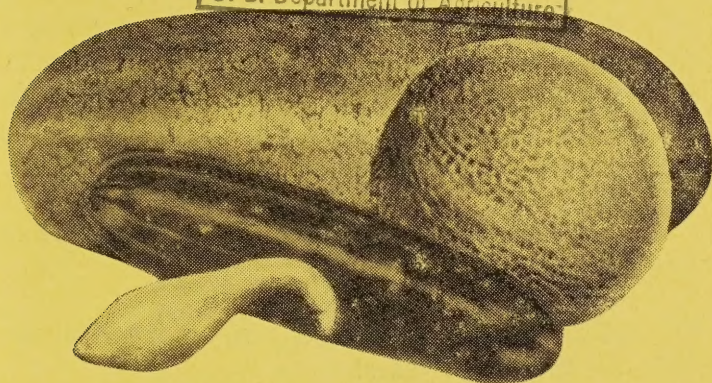
BREEDERS AND GROWERS

CONTRACT PRICE LIST

Dealers Only



1957



★ Watermelon

★ Cantaloupe

★ Cucumber

★ Squash

**DOUBLE-MILLED SEEDS
FROM SELECT STOCKS**

*Grown in the Best Seed-Growing Sections
of Colorado and California*

ROCKY FORD

: :

COLORADO

Cantaloupe

Cucumber

Squash & Pumpkin

OUR FUNCTION, primarily, is to serve the wholesale seed trade. We are specialists in a large and complicated industry. Our position is that of maintaining the breeding stocks and producing the seed of the Cucurbits; Watermelon, Cantaloupe, Squash, Pumpkin, and Cucumber. This is a difficult family to maintain because of their ease of cross pollination. Our whole program, from selection of farms, isolation, stock seed control, threshing, washing, drying, milling, and packaging is designed and personally supervised by trained and experienced personnel. Our equipment and management are designed and geared to the special problems of the "Vine" seeds.

We recognize the problems of our customers and of the ultimate growers. Diseases, insects, chemical treatments, new varieties, special packaging, and marketing trends are all part of the rapidly changing picture.

YOU ARE sure of obtaining the best when you contract with us.

DELIVERY on contracts has averaged above 95% for the past 4 years!



IROQUOIS. Resistant to Fusarium Wilt. A very thick-fleshed & high quality variety, gaining in popularity. Our improved stock is excellent for uniformity and trueness to type.

Muskmelon and Cantaloupe

POUNDS	PER LB	
Banana	\$.89	Cantaloupe
Bender's Surprise, Early	.89	
Delicious Gold Lined (GM)*	.89	
Delicious, Harris	.99	
Delicious No. 51	1.03	
Eden Gem	.90	
Early Bender	.90	
Edwards Perfecto Improved	1.00	
Emerald Gem (OM)	1.10	
Far North	1.10	
Giant Perfection	1.05	Cucumber
Golden Champlain, Early	1.10	
Gold Lined (GM)	.90	
Harvest Queen (Fusarium Res.)	1.00	
Hackensack, Large Early	1.05	
Hale's Best	.88	
Hale's Best Jumbo, Improved	.88	
Hale's Best No. 36	.78	
Hale's Best No. 936	.90	
Hearts of Gold	.90	
Hollybrook Luscious	1.05	Squash & Pumpkin
Honeydew, Green Flesh	.99	
Honey Rock or Sugar Rock	.90	
Iroquois	.95	
Imperial No. 45, Mildew Res.	.95	
Imperial No. 6	.95	
Imperial No. 5	.95	
Imperial No. 8	.95	
Knights Early	1.10	
Long John, or Herrick	1.10	
Milwaukee Market	1.10	
Netted Gem (Original)	.89	
New Yorker	.94	
Osage	1.00	
Pennsweet (All-America)	1.10	
Perfecto Perfected	1.00	
Pollock's 10-25	1.00	
Pride of Wisconsin	.95	
Queen of Colorado	.95	
Ridson	1.10	
Rio Gold (D. & P. Mildew Res.)	1.05	
Rocky Ford Genuine	.89	
Rocky Ford Junior	1.05	
Rocky Ford Earliest	1.05	
Rocky Ford Gold-Lined	.89	
Schoon's Hardshell	.94	
Sierra Gold	.95	
S. R. 91, Sulfur Res.	.95	
Texas No. 1	.95	
Tip Top	.94	

NOTE: We usually start shipping cantaloupe seed in October.

* GM: Green meat; OM: orange meat.



ANNUAL TRIALS are maintained and carefully noted. Each variety, in fact each lot, we sell is tested for germinability in the field, purity of stock, and freedom from disease. Experimental varieties are also tested.



BREEDING WORK varies from mass selections, as seen above, to selection of individual fruits, cross pollination, etc. Mass selection is an important part of our program to maintain planting stocks which produce seeds for the most critical market garden trade.

Cucumbers

POUNDS

PER LB.

..... A & C	\$.89
..... Arlington80
..... Ashley, (New Mildew Res.)99
..... Black Diamond ,Dark Green80
..... Boston Pickling75
..... Chicago Pickling75
..... Colorado89
..... Cubit	1.00
..... Davis Perfect80
..... Early Surecrop Hybrid	25.00
..... Earliest Of All80
..... Early Cluster80
..... Early Fortune80
..... Early White Spine80
..... Early Russian85
..... Klondike85
..... Longfellow or Vaughan	1.05
..... Long Green, Improved80
..... Marketer92
..... Marketer, Long Strain99
..... Mincu90
..... Model85
..... National Pickle78
..... Niagara (Mosaic Res.)99
..... Ohio M. R. 17 (Mosaic Res.)80
..... Ohio M. R. 25 (Mosaic Res.)80
..... Palmetto (Mildew Res.)	1.15
..... Palomar99
..... Santee, Improved (Mildew Res.)99
..... Smoothie (AAS)99
..... Staysgreen, Long Type94
..... Staysgreen, Short Type80
..... Stono (New Mildew Res.)	1.07
..... Straight Eight90
..... Thorburn's Everbearing90
..... Vine Peach	1.10
..... West India Gherkin	1.20
..... White Spine Improved80
..... White Wonder85
..... Wisc. S. R. 6 (Spot Rot Res.)80
..... Wisc. S.M.R. 12 (S.R. & Mosaic)80
..... York State Pickle85

Cucumber

Squash & Pumpkin



V. E. HOLLAR in one of our fields of improved Green Hubbard. This field is in northern California where we plant much of our acreage of the squashes and pumpkins. Growing conditions are ideal, and the great isolation required by these varieties can be obtained here. The most perfect fruits are saved for further increase and stock use. Milling, hand-picking, and shipping is done at our main plant in Rocky Ford.

Squash and Pumpkin

POUNDS	PER LB.
Banana, Blue	\$.89
Banana, Pink	.89
Benning Green-Tint Scallop	.72
Buttercup	.88
Butternut, Improved	.77
Caserta	.95
Cocozelle Long Dark (Bush)	.88
Connecticut Field (Big Tom)	.74
Crookneck, Early Summer Yellow	.69
Crookneck, Giant Summer	.85
Cushaw, Green Striped	.74
Cheese, Large Sweet	
(Kentucky Field)	.70
Dickenson	.70
Delicious, Golden	.95
Delicious, Green	.95
Halloween or Jack-O-Lantern	.85
Hubbard, Blue	.89
Hubbard, Chicago Warded	.85
Hubbard, Golden	.89
Hubbard, True Green (Improved)	.85
Kentucky Field, Dickenson Strain	.70
King of Mammoth	.78
Scallop, Bennings Green-Tint	.72
Scallop, Early White Bush	.71
Small Sugar, New England Pie	.69
Straightneck, Early Prolific Improved	.71
Table Queen or Acorn	.72
Table Queen, Mammoth (Royal Acorn)	.75
Uconn	.85
Winter Luxury	.95
Zucchini, Black (Slim-Seeded)	.79
Zucchini, Gray Small-Seeded	.73

Squash & Pumpkin

OUR SQUASH & PUMPKIN seed is fanned, screened, put over gravity, and HAND-PICKED if necessary.



THE NEW BLACKSTONE originally tested and reproduced as W453. Released by the U. S. Dept. of Agriculture on Dec. 3, 1956. Developed at the Southeastern Vegetable Breeding Laboratory, and tested for three years in the Southern Regional Watermelon Trials. Suitable for long distance shipment as well as local market and home garden. Resistant to anthracnose and also to fusarium wilt. Appearance and size similar to Black Diamond. Perhaps slightly smaller. We have increased this variety from a small amount of seed furnished by the USDA, and have a good amount ready for planting our 1957 acreage. We think the variety will be an improvement and will be widely accepted.

Watermelons

POUNDS	PER LB.
..... Angelino Black Seeded	\$.80
..... Black Diamond, yellow belly, Colo. Cert.95
..... Black Diamond, yellow belly85
..... Black Diamond, Colo. Cert.95
..... Black Diamond85
..... California Honey90
..... Charleston Gray, Colo. Cert.95
..... Charleston Gray85
..... Congo, Colo. Cert.95
..... Congo85
..... Dixie Queen W. R., Colo. Cert.95
..... Dixie Queen, wilt resistant85
..... Early Canada89
..... Early Northern Sweet90
..... Florida Giant, Colo. Cert.95
..... Florida Giant85
..... Kleckley Sweet88
..... New Hampshire Midget90
..... Rhode Island Red98
..... Texas Giant, Colo. Cert.95
..... Texas Giant85
..... Tom Watson85

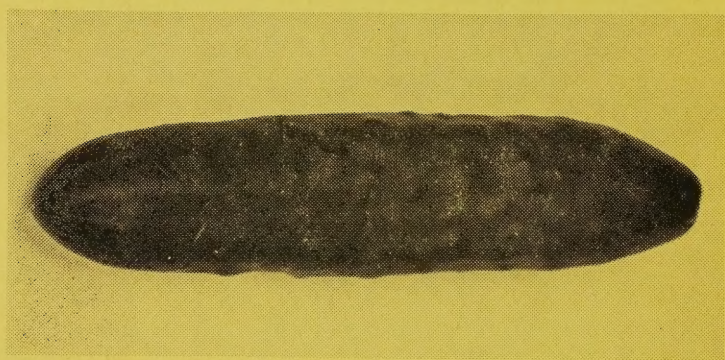
COLORADO CERTIFIED watermelon seed is the best that money can buy! Rigid requirements are enthusiastically enforced. Isolation is one-half mile or more; 99% trueness to type required; 95% freedom from whiteheart; 100% freedom from citron.

THIS PROGRAM and our sales volume is growing. You will profit by listing Colorado Certified if your trade is with the market garden or commercial growers. The cost to you is very little above Non-certified seed.

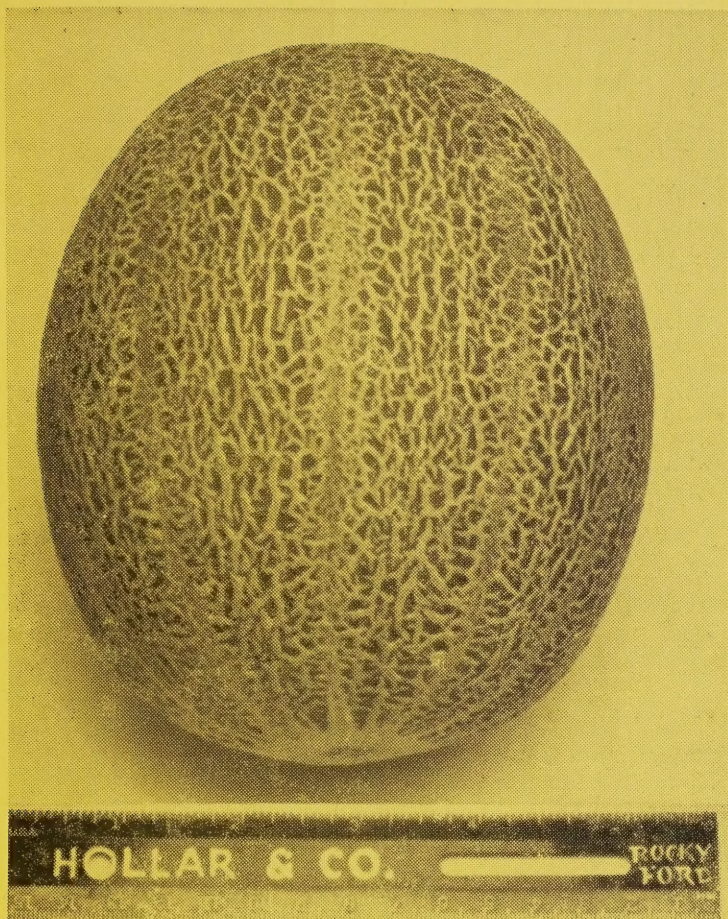
**Early Contracts Help You
Receive Full Deliveries**

Keeping Up = = =

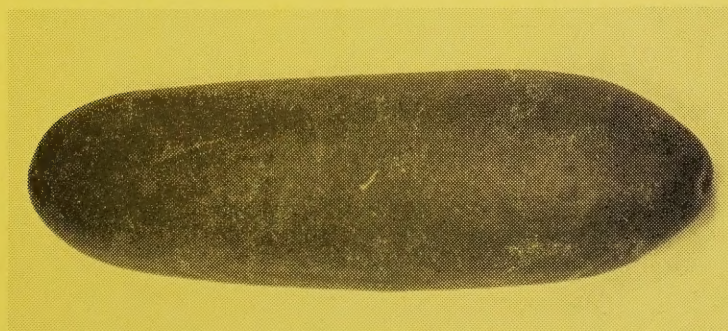
**WITH SOME OF THE
NEWER INTRODUCTIONS**



ASHLEY cucumber. First available in commercial quantity in the Autumn of 1955. Bred by Dr. W. C. Barnes and co-workers at Charleston, S. C. from parentage including Palmetto, Cubit, Puerto Rico 40, and Marketer. We have watched Ashley closely for two years now, in both our Colorado and California seed production fields. We think it should replace Santee and Palmetto. Earlier than Marketer, shape and color as good or better than Marketer. The most resistant to downy mildew of all varieties tested in Southern Coop Trials. Quality of fruit good.



RIO GOLD cantaloupe. Released in 1950 & gaining in popularity. Appearance is close enough to Hales Best to give it consideration as a shipper. Developed at the Lower Rio Grande Valley Experiment Station, from a cross (Cucumis melo var chito X Hales Best) X Smith's Perfect. Resistant to downy mildew, partially to powdery mildew, and some resistance to aphids. Deep orange flesh of good quality.



SMOOTHIE cucumber. AAS bronze medal for 1957 retail introduction. An attractive, extra smooth dark-green slicer; eight inches long, above average in flesh quality. Developed by Dr. J. M. Jenkins, Jr. of N. C. experiment station. Recommended as a novelty.

SEED GROWING CONTRACT

Hollar & Co. hereby agrees to undertake the production of the within named varieties and quantities of seed. The purchaser agrees to accept and pay for these seeds according to the following terms and conditions. This contract is final when signed and accepted at Rocky Ford, Colo. and is executed and performed at Rocky Ford, Colo. Sale is FOB Rocky Ford. Containers extra at market value. Terms net 30 days with 1½% discount for payment within 10 days for firms of good rating, otherwise draft with bill of lading. It is agreed that a pro-rata delivery will be accepted as a satisfactory delivery in case of shortage caused by short crop, fire or accident. It is agreed that any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the rules of the AMERICAN ARBITRATION ASSOCIATION or such other rules as it may designate. The arbitration shall be held in the U.S.A. unless the parties agree upon another locality. This agreement shall be enforceable and judgment upon any award rendered by the arbitrators may be entered in any court having jurisdiction thereof. All seeds sold under the limited warranty clause of the American Seed Trade Assoc.

According to the above terms and conditions you may enter our order for the quantities and varieties indicated.

(Signed)
(Customer's signature & position)

.....
(Customer's address)

HOLLAR AND CO. by.....

Date.....

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Shipping Instructions:

☐ Rail

☐ Truck

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